

## WHAT IS CLAIMED IS:

Sub A<sup>1</sup>  
5 1. A data processing system comprising:

- a display with a graphical user interface (GUI) for enabling user interaction with a plurality of menu options; and
- an adapter for automatically and dynamically arranging the menu options in the GUI to reduce user-navigation among the options.

10 2. The system of claim 1, wherein:

- the GUI comprises multiple pages; and
- the adapter dynamically arranges specific ones of the menu options to particular ones of the multiple pages.

3. The system of claim 1, wherein the adapter arranges the menu options dependent on an identity of the user.

4. The system of claim 1, wherein the adapter arranges the menu options according to a history of user interaction with the GUI.

20 5. The system of claim 1, wherein the adapter arranges the menu options according to a user-profile.

6. The system of claim 1, wherein the adapter is capable of respective arrangements of the menu options for respective individual ones of multiple users.

25 7. The system of claim 6, wherein the GUI comprises a user identity selector for enabling the adapter to discriminate between the multiple users.

30 8. The system of claim 7, wherein the user identity selector comprises respective user-selectable representations for respective ones of the multiple users in a predetermined location on the display.

9. The system of claim 2, wherein the adapter allocates first and second ones of the menu options as a group to a single one of the multiple pages.

10. The system of claim 1, comprising a remote control for user control of consumer electronics equipment through the GUI.

11. The system of claim 1, comprising a remote control device for remote control of CE equipment.

12. Software for configuring a GUI with a menu having a plurality of user-selectable options, the software being operative to dynamically personalize the GUI for an individual user by automatically and dynamically arranging the menu options in the GUI for reducing user-navigation among the options.

13. The software of claim 12, wherein:

- the GUI comprises multiple pages; and
- the software dynamically assigns specific ones of the menu options to particular ones of the multiple pages.

15. The software of claim 12, wherein the dynamic personalization depends on a user-history of the individual user interacting with the GUI.

16. The software of claim 12, capable of independently personalizing the GUI for multiple individual users.

17. A method of enabling to dynamically personalize a GUI, the method comprising:

- determining a user profile during operational use of the GUI; and
- automatically and dynamically creating the GUI in response to the user profile.

18. The method of claim 17, wherein the determining the user profile comprises determining a user history of interaction with the GUI.

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19. The method of claim 17, wherein:

- the GUI comprises a plurality of selectable interactive items;
- the GUI comprises multiple pages; and
- the creating comprises allocating specific ones of the menu options to particular ones of the multiple pages.

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20. The method of claim 17, wherein the GUI provides interactivity with a world wide web site.

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21. The method of claim 17, wherein:

- the user profile is stored at a server; and
- the GUI is created at the server for being downloaded to a control device.

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22. A remote control device for control of consumer electronics equipment, the device comprising a display for display of a GUI for enabling user interaction with a menu, the GUI being automatically and dynamically personalizable for a user based on operational use of the device by the user controlling the equipment.

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23. The device of claim 22, comprising an adapter for the automatic and dynamic personalizing of the GUI.

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24. The device of claim 23, wherein:

- the menu has a plurality of menu options and multiple pages; and
- the adapter allocates specific ones of the menu options to particular ones of the multiple pages.

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25. The device of claim 22, wherein:

- the equipment comprises an adapter for the automatic and dynamic personalizing of the GUI; and
- the device has an input for receiving the GUI from the equipment.